

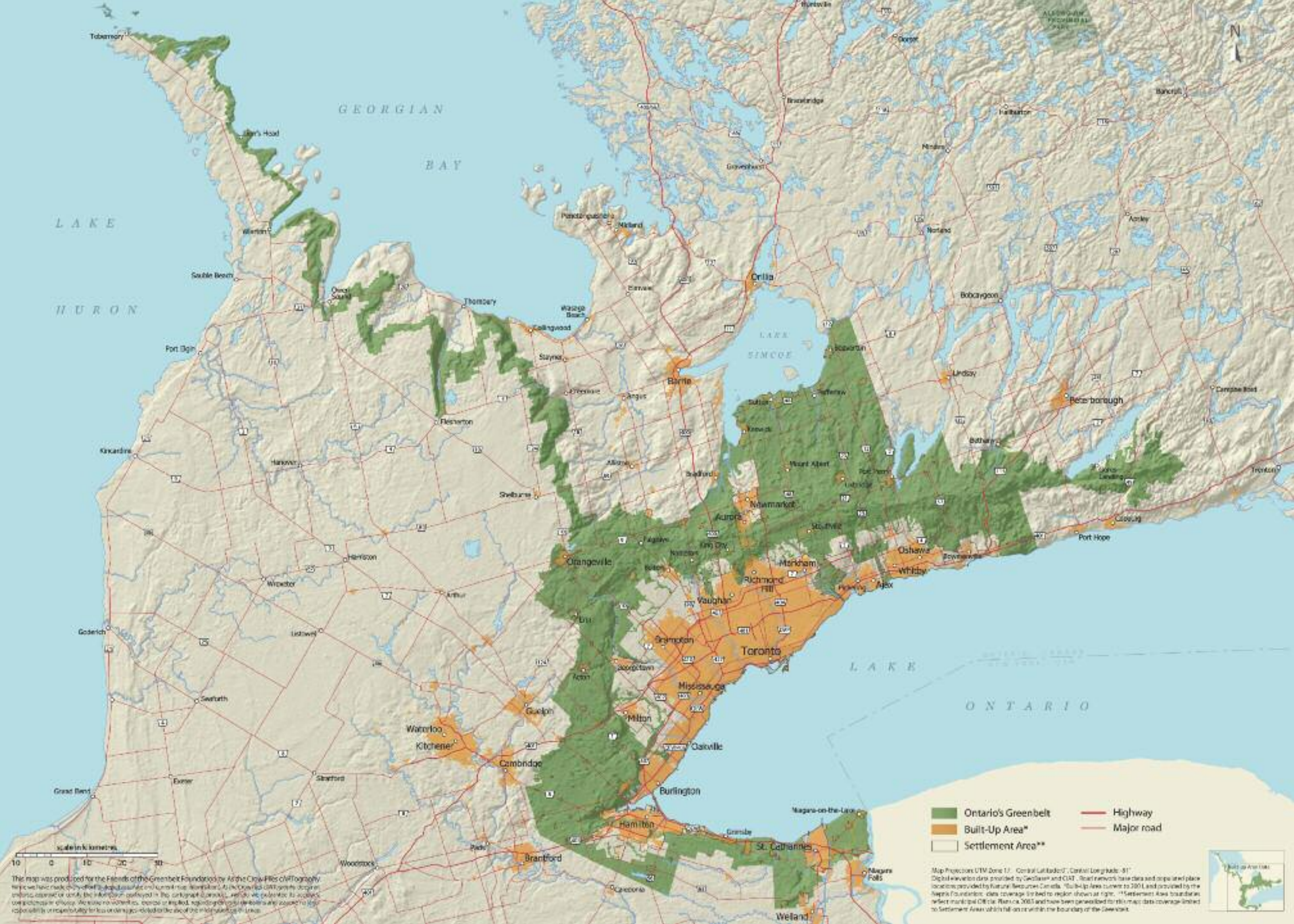


Possibility grows here.

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FRIENDS OF THE GREENBELT FOUNDATION ANNUAL REPORT 2008-2009





This map was produced for the Friends of the Greenbelt Foundation by Arche Crow-Piles cartography. We have made every effort to ensure the map is accurate and up-to-date. However, we cannot be held responsible for any errors or omissions. The information contained in this map is provided as a service to the public and is not intended to be used for any other purpose. We make no warranty, express or implied, regarding the accuracy or completeness of the information or the results of its use. The user assumes all responsibility for any errors or omissions.

- Ontario's Greenbelt
- Built-Up Area*
- Settlement Area**
- Highway
- Major road

Map Projection: UTM Zone 18N, Central Latitude: 43°N, Central Longitude: -81°W
Digital elevation data provided by GeoCanada and CIAI. Road network data and populated place locations provided by Natural Resources Canada. *Built-Up Area current to 2011 and provided by the Friends Foundation; data coverage limited to region shown at right. **Settlement Area boundaries reflect municipal Official Plans ca. 2005 and have been generalized for this map; data coverage limited to Settlement Areas which fall on or within the boundary of the Greenbelt.



Friends of the Greenbelt Foundation

2008–2009 Annual Report

With photographs by Laura Berman

Ontario Canada 2009



Possibility grows here.

Friends of the Greenbelt Foundation

The Foundation is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario. The Foundation's vision is a vibrant and healthy Greenbelt with a protected and restored natural environment, a strong and successful rural countryside, a robust agricultural sector, and a pattern of urban settlement that supports the Greenbelt.

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Ontario's Greenbelt

Possibility Grows Here

Possibility doesn't just grow in the Greenbelt—it flourishes! A living testimonial to Ontario's values and hopes for its people, the Greenbelt inspires us all to look at our world differently, and to protect our future by preserving our past and present. Created by provincial legislation in February 2005, the Greenbelt protects agricultural and environmentally significant land from urban development. At 1.8 million acres—an area larger than Prince Edward Island—the Greenbelt includes the Niagara Escarpment, the Oak Ridges Moraine and Rouge Park, offering a multitude of outdoor activities and a vibrant lifestyle to its residents and visitors alike.

The Ontario Greenbelt is a world-leading initiative. In addition to its power to preserve land, it has the ability to clean our air and water, and improve the way we eat and live. As the largest and most diverse Greenbelt in the world, it is truly as vast and inspiring as the landscape itself. As we work together to make all these possibilities real, we are setting an example for Canada, and the world.

The Greenbelt is home to some of the most bio-diverse ecosystems in North America, including more than sixty endangered species. The Greenbelt also contains over one million acres of the richest farmland in the world, symbolizing the vibrant and vital essence of the Greenbelt. Meanwhile more of us are getting excited about the wealth of products in our own backyard and turning to our local farmers for fresh produce, meats, artisanal cheeses and award-winning wines. By safeguarding this essential land, together, we are helping the Greenbelt make things possible not just for today, but for generations to follow.

Now entering its fifth year, the Greenbelt continues to blossom, providing new ways for us to work, grow, eat, play and live. We look forward to toasting another exciting year of incredible spirit, vitality and creativity.

A Message from the Chair

Earlier this summer I found myself by the banks of the Credit River, near the Forks at Caledon, for a ceremony honouring Bill Davis as a *Friend of the Greenbelt*. One of the first things the Friends of the Greenbelt Foundation did was to create an award to recognize and celebrate some of the remarkable individuals who had made extraordinary contributions to the creation of the Greenbelt.

As I stood by the river's edge on that beautiful afternoon, I thought about the idea of friends, and about our first four great friends—recipients of the award. Each of them, in the diversity of their skills, talents and approaches, suggest something of the breadth and variety of the landscape they have helped to protect: musician and activist Sarah Harmer for her passion and tenacious efforts to protect and enhance the Niagara Escarpment; the Honourable William Davis, whose leadership in creating the *Niagara Escarpment Plan* set a standard and a path for large-scale environmental land-use planning; Martha Shuttleworth and the Neptis Foundation for their sophisticated mapping, data and analysis, which became crucial contributions to the public policy decisions leading to the creation of the *Greenbelt Plan*; and Rob MacIsaac, for his leadership in chairing the Greenbelt Task Force which laid down the vision for the Greenbelt. Four people, four significant contributions to the birthing of this great achievement. Four true friends of the Greenbelt.

The Foundation's name is no accident. We have always understood the power of friendship: the importance of the enduring bonds of affection, loyalty, and belief. The Foundation has built many of its activities over the last four-years around helping the Greenbelt make friends: creating farmers' markets throughout the region to bring fresh produce into our cities and towns; supporting teachers to lead their classes out into the Greenbelt; helping the 4-H clubs to teach children new forms of sustainable agriculture; introducing locally produced food into regional schools; creating original materials in various media to enchant children with the possibilities of the Greenbelt; and supporting the interests of growers, hikers, eaters and nature-lovers everywhere. We know from the polling we conduct each year that the Greenbelt enjoys very high levels of public support. People love the idea that there is something green, beautiful and secure surrounding and nourishing them.

At the same time, we at the Foundation are always acutely conscious of the fact that the Greenbelt remains a fragile construct. The Greenbelt's future will be reviewed in 2015, when questions of whether, to what extent, in what form, the Greenbelt should continue will be thoroughly considered. This promises to be a robust debate as the

challenges facing the Greenbelt are significant. Despite the high levels of public support the Greenbelt enjoys, awareness of what the Greenbelt is and does, its parameters, its protection, its longevity and legal status, is low. As well, the population of our region is projected to increase dramatically over the next thirty years. Such massive demographic change will create acute pressure on the landscape, particularly the protected areas. Maintaining this great achievement in the face of forces of this scale will require the Greenbelt to have many friends.

So we think one of the important things we can do is to continue to cultivate friends of the Greenbelt everywhere, every day. We will do this through our grants and programs, our research and policy papers and by connecting people to their landscape at every opportunity. When the time comes to decide the Greenbelt's future, we all will need to address the fundamental question of whether the fine balance we have struck here—the balance between development and preservation, between rural and urban, between city dwellers and natural areas, is worth preserving permanently. The Greenbelt's legions of friends will know the answer to that question, and our landscape can only be buoyed and strengthened by their conviction.

As always, the Board appreciates the fine work of the Foundation's staff and advisors. I also thank my fellow directors for their commitment and wise stewardship of this remarkable initiative.

Sandy Houston

A Message from the President

As I write this message, I look up and see the faces of my three young daughters in photographs gathered on my desk. I marvel at how much has changed over these last four years. Together we still spend leisurely days exploring trails, markets and farms, but my girls have grown considerably: becoming more confident and bold, their energy and enthusiasm increasing with each passing day; much like the Greenbelt itself.

This annual report celebrates four rich years of partnerships, innovation and accomplishments. And while I am proud of what has been achieved, I am motivated most by the new opportunities—food, water, energy, economy—that the Greenbelt provides. I am especially inspired by the possibility of growing Ontario's Greenbelt, in both extent and substance, to benefit quality of life, now and for generations to come. A larger more substantive Greenbelt is indeed a better Ontario.

As the Greenbelt grows, our children grow with it and it was in this spirit that this year the Foundation focused on engaging youth. TVOKids leads the interactive, multi-media Greenbelt Adventure, taking children on virtual tours of their rural and natural spaces with a multitude of activities to help them discover and learn. The *Greenbelt Kids Activity Book* achieved an overwhelming success with some 200,000 copies enjoyed across the Greenbelt. And the 4-H Greenbelt Youth Forum brought together grade ten and eleven students to explore environmental stewardship, natural resource preservation, land-use planning and local food.

However, nourishing minds is only one-half of the equation. I will be happy to see the day when our children are always served wholesome Ontario and Greenbelt-grown food in their daycares, schools and community centres. The Region of Peel is already planting the way. In a partnership with EcoSource, the Peel District School Board is well on its way to becoming the first in Ontario to offer Greenbelt and other locally grown food to students and staff—creating a substantial and sustainable market for Greenbelt farmers. In addition, the first-ever Greenbelt Granola Bar was created to offer a healthy alternative straight from our own province's backyard.

Now, more than ever, Ontarians are re-kindling the relationship between their tables and our farming communities. The province is as well—it has committed \$24 million to develop the logistics to get more Ontario-grown foods into schools, hospitals, universities and other institutions, bringing us all one-step closer to the model the Region of Peel has created.

Throughout the Greenbelt landscape we find places to grow our food, to take long hikes, to swim in clean water and to enjoy the seasons. It is in these places that we also find solutions to our economic stability and opportunity. The Greenbelt agri-food industry currently contributes more than \$4 billion to the southern Ontario economy and employs approximately 50,000 people. A steady, hungry market of families helps keep this industry vibrant and new food infrastructure initiatives being explored will help to keep it viable.

As new families join us from around the world, their cultural and culinary traditions accompany them. Ontario farms now produce foods and products from many varied countries, introducing new flavours and establishing new markets. Responding to this burgeoning need, the Toronto Environmental Alliance has created local food guides with information on where to purchase Greenbelt-grown tastes of home. Four guides have been produced thus far, Chinese, South-Asian, African Caribbean and Middle Eastern.

Food connects us to the splendor of our local landscape. It nourishes us and allows bodies, minds and economic markets to thrive. It is a great, interactive way to learn about culture, helping the young and old alike find delicious common ground and a sense of community. At the heart of it, this is what the Greenbelt is about.

As a scientist I am interested in how the Greenbelt shapes a harmony between humans and nature. As the Foundation's President, I am amazed at its collaborative and innovative spirit. As a father, I am grateful for the abundance of food, clean water and fresh air that will benefit generations to come. As a Canadian, I am proud of this remarkable landscape and the possibilities it provides.

Here's to more years and more acres.

Burkhard Mausberg



New Funding

The Foundation helps champion a vast array of projects and approaches under the banner of one common goal: to make this immense landscape a dynamic and self-sustaining entity rich with spirit and activity. The grants described below represent the creativity and vigor of our community and helps us realize the possibility that lies within the Greenbelt.

Marketing and Environmental Sustainability within the Greenbelt

Holland Marsh Growers' Association
www.hollandmarshgold.com
\$400,000 over two years

■ The richly fertile Holland Marsh is recognized as Ontario's "salad bowl" producing a wide variety of vegetables. Holland Marsh farmers, in collaboration with local packers and processors, will shift fresh vegetable production from largely an export market to the local market. They will also diversify crop production and implement more sustainable growing practices through Local Food Plus certification and other changes.

Municipal Leaders for the Greenbelt and Ontario Greenbelt Alliance

Environmental Defence
www.greenbeltalliance.ca
\$375,000

■ The Greenbelt makes a major contribution to the health and livability of our cities and towns. That is why the Ontario Greenbelt Alliance and the Municipal Leaders for the Greenbelt will continue to monitor the implementation of the *Greenbelt Act* and *Plan* and engage their constituents and decision-makers in appreciating, enhancing and growing the Greenbelt.

Greenbelt Green Energy Program for Agriculture

Lake Simcoe Conservation Foundation
www.lsrca.on.ca
\$250,000

■ Opportunities for Greenbelt farms to reduce their energy consumption is an important way to make Greenbelt farms greener. This project follows two approaches. First,

to offset the initial investment costs, the project offers farmers enhanced partnership opportunities to adopt energy-saving practices. Second, the program promotes green energy generation for farm use. This work is carried out, with the Ontario Soil and Crop Improvement Association, through the Environmental Farm Plan which includes federal and provincial contributions towards selected Best Management Practices for energy conservation.

From Rustbelt to Greenbelt: Growing a New Food Economy in Greenbelt Communities

Local Food Plus
www.localfoodplus.ca
\$200,000

■ Buying local and sustainable food has many benefits for communities such as healthy eating and creating local jobs. Local Food Plus is an independent, third-party certifier who works with community partners to increase the amount of food purchased which is sustainable and Greenbelt-grown. They will work in the Hamilton and Niagara areas of the Greenbelt to encourage municipalities, universities, schools, hospitals and local businesses to purchase an increased amount of certified and Greenbelt-grown food.

Escarpment of Adventure

Canadian Biosphere Reserves Association/Niagara Escarpment Commission
www.escarpment.org/biosphere/association
\$150,000 over two years

■ There is so much to discover in the Greenbelt. The Canadian Biosphere Reserves Association and the Niagara Escarpment Commission will produce a high-definition television program and interactive website to promote awareness and exploration of the ecological connectivity, culinary and agricultural life, and healthy recreational opportunities in the Niagara Escarpment—a World Biosphere Reserve in Ontario's Greenbelt.

Greenbelting Toronto 2.0

Toronto Environmental Alliance
www.torontoenvironment.org
\$150,000 over two years

■ Building on their successful Greenbelting Toronto project, the Toronto Environmental Alliance is working to further adopt Greenbelt-friendly policies in the City of Toronto.

They will help Greenbelt farmers have a stable market by ensuring the effective and timely implementation of the City of Toronto's Local Food Procurement Policy, and also on growing the Greenbelt in Toronto.

Celebrating the Greenbelt at the Royal

Royal Agricultural Winter Fair Association
www.royalfair.org
\$100,000

■ With over 325,000 visitors, the Fair brings the Greenbelt message to people seeking country in the city. There will be a Greenbelt exhibit at the 2009 Fair, showcasing some of the work of our grantees. This will also be the second year of awards for Greenbelt red and white wines at the Royal Wine Competition.

Greenbelt Farmers' Market Network

FoodShare Toronto
www.foodshare.ca
\$100,000

■ The Network will use existing knowledge and expertise to create a system of support and advocacy for farmers' markets serving the Greenbelt while building long-term capacity in the sector. This network enables market managers to run stronger markets, to share vendors and other resources, and be better mobilized to advocate for market-friendly policies at the municipal level.

A Farming Future for the Eastern Greenbelt II

Kawartha Heritage Conservancy
www.kawarthaheritage.org
\$84,000 over 18 months

■ The Kawartha Heritage Conservancy will work with its partners, FarmStart and the Ontario Farmland Trust, to create and launch a Farmlink Program that connects new farmers with available agricultural land through long-term leases with landowners.

**From Field to Table:
Increasing Direct Links and Sales of Local and Greenbelt Food
to Community Organizations and Schools**

FoodShare Toronto
www.foodshare.ca
\$55,000

■ FoodShare has a long history of work on food equity and policy issues in Toronto and has built a distribution network for fresh produce through its various programs. This project will improve the traceability of the food supplied and increase the amount of food sold by Greenbelt farms to Toronto community organizations, schools and individuals, as well educate and raise awareness of the Greenbelt and its products.

**Closing the Loop:
Sustainable Agriculture Through Local Food Procurement Programs**

Conserver Society of Hamilton
www.conserversociety.ca
\$50,000

■ Through the Hamilton Eat Local project, the Conserver Society of Hamilton in partnership with Environment Hamilton is feeding hungry minds and bodies. The program will encourage elementary and post-secondary schools and the municipal government to buy local food providing nutritious meal and snack options supplied by the bounty of Greenbelt farms.

Greenbelt Children's Activity Book

Royal Agricultural Winter Fair Association
www.royalfair.org
\$40,620

■ The popular *Greenbelt Kids' Activity Book* is a fun, informal way for kids to learn about all there is to do and explore in Ontario's Greenbelt. The book is a tremendous success. In eight months some 200,000 copies were distributed for free at the 2008 Fair and it is now available through a variety of locations throughout Greenbelt communities including the Royal Botanical Gardens, the Royal Ontario Museum and the Ontario Science Centre. The book can also be downloaded at www.greenbelt.ca.



Bike Train Greenbelt Express 2009

Waterfront Regeneration Trust
www.biketrain.ca
\$36,750

■ Cycling is an excellent way to explore the diverse landscape of the Greenbelt and visit its vibrant communities. This year will be another expansion year for the highly successful Bike Train, the Greenbelt Express, with additional Toronto-Niagara trips this year. Everyone from beginners to avid cyclists can enjoy an exciting, sustainable tourism experience.

Coalition on the Niagara Escarpment

Niagara Escarpment Foundation
www.nefoundation.ca
\$25,000

■ Designated a UNESCO World Biosphere Reserve in 1990, the Niagara Escarpment is one of the treasures of the Greenbelt and the pride of the region. The implementation of a strategic plan will help improve the organization's effectiveness in protecting the Escarpment and achieving financial stability.

Country Heritage Park Master Development Plan

Country Heritage Experience Inc.
www.countryheritagepark.com
\$25,000

■ Country Heritage Park provides visitors an opportunity to gain a better understanding and appreciation of the role agriculture plays in our society. Visitors are able to explore the evolution of rural Ontario through an imaginative blend of ever improving educational programs, events, interactive exhibits, living history, performances and recreation. A review of Country Heritage Park's land-use management and development policies will bring them into conformity with regional planning requirements and a program review will develop guidelines that ensure future activities showcase the Park's mandate.

Economic Value Provided by Wetlands Study

Credit Valley Conservation Foundation
www.creditvalleycons.com/foundation
\$25,000

■ Wetlands are a vital part of the Greenbelt with numerous ecological, social and economic functions and values. The Credit Valley Conservation Foundation will undertake an Economic Value of Ecosystems Provided by Wetlands study, which will be the first study with a primary valuation of wetlands in Ontario. This builds on the work done by the David Suzuki Foundation in 2008 to estimate the economic value of all of the ecological goods and services provided by the Greenbelt. The findings will be used to inform a wetlands restoration strategy.

Promoting the Ontario Grape Growing Industry

Grape Growers of Ontario
www.grapegrowersofontario.com
\$20,000 over two years

■ The Grape Growers' annual luncheon is a well attended event, often attracting Canadian celebrities, designed to celebrate the richness of the Niagara wine region of the Greenbelt and the farmers who contribute to award-winning wines.

Studying Municipal Implementation of the Greenbelt Plan in Wetland Protection

Ecojustice
www.ecojustice.ca
\$20,000

■ The Greenbelt plays an important role in protecting and filtering water. Ecojustice, in partnership with Earthroots, Ducks Unlimited and Ontario Nature will survey selected Greenbelt municipalities about their experiences implementing the *Greenbelt Plan*. The project will pay particular attention to wetlands and water issues, and monitoring the effectiveness of the *Plan's* protection of these important natural heritage features.

Greenbelt Food From Home

Toronto Environmental Alliance
www.torontoenvironment.org
\$15,000

■ Not only is the landscape of the Greenbelt diverse, so are its people. The Alliance developed unique guides to celebrate the diverse cultural heritage of the City of Toronto. The guides provide information for major ethnic groups, the African Caribbean and Middle Eastern, about where to buy Greenbelt-grown fruit, vegetables, meats, spices and other farm products that are common to cuisine from their home countries and cultures of origin.

Growing Food Infrastructure in the Greenbelt

Sustain Ontario: Ontario Alliance for Healthy Food and Farming
www.sustainontario.com
\$15,000

■ As a new group, Sustain Ontario will bring together urban food stakeholders, academics and the private sector to develop a research study on the food processing industry serving Greenbelt farmers. It will review reasons for the decline of the food processing industry, private sector opportunities for rebuilding infrastructure, and make recommendations for further study.

Niagara Grape and Wine Festival Scotiabank Luncheon

Grape Growers of Ontario
www.grapegrowersofontario.com
\$15,000

■ Each September, the Grape Growers of Ontario advance viticultural awareness through the Niagara Wine Festival, combining local food and wines to celebrate the Niagara Peninsula's 100,000 protected acres of tender fruit and grape crops and the people that tend them. With this funding, the Growers produced the Festival Kick-Off Luncheon with guest speaker Canadian hockey icon, Don Cherry. Educational materials were distributed, including 2,000 brochures, to inform guests about this area of the Greenbelt.

Ottawa Street Farmer's Market

Ottawa Street Farmer's Market, Hamilton
www.ottawastreetfarmers.com
\$15,000



If we don't protect our greenspaces, we'll end up paying a higher price in the future, not just with our health and the planet's health, but economically as well.

Ontario's Greenbelt is a world-leading example of how to grow our communities in a balanced way.

—Dr. David Suzuki

- Hamilton's Ottawa Street Farmers' Market is relocating and expanding. In order to make this market a lasting success, this project is recruiting local farmers, hiring a market manager and launching a marketing campaign to attract new customers and broaden community support.

Alternatives Journal: Promoting Dialogue on the Greenbelt

Alternatives Journal
www.alternativesjournal.ca
\$10,000

- A long-standing leader in environmental research and journalism, *Alternatives* focuses on contemporary environmental issues and appeals to academics and the general public. This grant covers funding for four issues to increase public awareness of the Greenbelt and encourage dialogue on key issues on protecting it.

CNE Peach Days Giveaway

Ontario Tender Fruit Producers' Marketing Board
www.ontariotenderfruit.ca
\$10,000

- There is nothing better than a fresh, juicy Greenbelt peach in the summer! Visitors to the 2009 Canadian National Exhibition in Toronto, during Kids Days and Green Day, can enjoy a free Greenbelt peach and receive peach recipe cards, children's activity sheets and information on where to buy Greenbelt-grown peaches.

Downtown Farmers' Market Feasibility Study

Regional Municipality of Durham
www.region.durham.on.ca
\$10,000

- As demand grows for fresh Greenbelt foods, support for local agriculture increases. The Region of Durham will complete a feasibility study and a business plan for a farmers' market in downtown Oshawa for Greenbelt farmers and other local producers.

Sorauren Park Farmer's Market

Wabash Building Society
www.westendfood.coop/farmers-market
\$10,000

■ Fresh, quality food from local farms purchased at local markets creates a tangible link to the Greenbelt. A new farmers' market at Sorauren Park in Toronto's Roncesvalles and Parkdale neighbourhoods, draws Greenbelt farmers to market and showcases locally grown ethno-cultural crops to residents of this diverse community.

Strengthening Water Protection on the Niagara Escarpment

Niagara Escarpment Foundation
www.nefoundation.ca
\$10,000

■ Millions of Ontarians use water that filters through the Greenbelt. As a result, protecting the natural water system is one of the most important benefits of the Greenbelt. The Niagara Escarpment Foundation will lead a collective of civil society groups to review water issues and the work needed to address these issues on the Escarpment and throughout the Greenbelt.

Ontario Fruit & Vegetable Convention 2009

Ontario Fruit and Vegetable Convention
www.ofvc.ca
\$5,000

■ Promoting local agriculture and supporting educational and networking opportunities is essential to lessening consumer dependence on imported food and improving the livelihoods of local fruit and vegetable growers. The Ontario Fruit & Vegetable Convention includes two days of educational sessions with speakers from around the world, a trade show, and an evening Food & Wine event for producers in the Greenbelt and beyond.

The Greenbelt is the lifeblood of clean water coming into this region, and for the eight million people who live here. Issues around clean drinking water are always at the forefront of peoples' minds and for good reason. The entire world depends on clean water. Any major city, in any country, should follow the Greenbelt's model. It shows that Ontario's got it right.

—Dr. Gail Krantzberg, Water-scientist
McMaster University

Previous Funding Commitments

Promoting New Markets for Greenbelt Farmers

Local Food Plus
www.localfoodplus.ca
\$1,000,000 over three years
Year three of three

■ This project is catapulting local, sustainably produced foods into the public consciousness in Ontario. Consumers are recognizing the label in universities and grocery stores, and vendors and shoppers alike are recognizing the value of what it means to buy from certified farmers and processors: that the food is being produced using environmentally and socially responsible growing practices. In its first year, the University of Toronto signed on to become the first Local Food Plus certified institution. Since then, other food retailers and service industries have followed in line, such as the popular downtown Toronto grocery store Fiesta Farms.

Showcasing the Greenbelt

Royal Agricultural Winter Fair Association
www.royalfair.org
\$600,000 over three years
Year three of three

■ The Greenbelt's vast bounty is featured in all its splendor for the third year in a row at the world's largest agricultural fair. A multitude of activities showcased the diversity of work that our grantees are doing throughout the Greenbelt to the thousands of visitors. The Royal Agricultural Winter Fair draws both rural and urban visitors to the ten day event every November.

The Ontario Greenbelt Adventure

TVOKids
www.tvokids.com
\$440,000 over two years
Year two of two

■ The Greenbelt is an exciting and interactive landscape, making teaching a new generation about its significance and wonder a worthwhile endeavor. Children and their parents around Ontario are experiencing the Greenbelt through multimedia programming on the popular and educational TVOKids show and website. Short

video vignettes introduce Greenbelt treasures, and Greenbelt Missions encourage kids to explore nature in their own backyards. Interactive components such as special events like tree-planting, a music video and summer festivals bring families out to experience the Greenbelt—physically and virtually.

New Farmers to Grow, New Places to Go

University of Guelph, Centre for Land and Water Stewardship
www.uoguelph.ca/~claws
\$400,000 over three years
Year two of three

■ Sustainable farming goes beyond preserving the soils, as it requires training for a new generation of farmers to cultivate our abundant rural lands. This innovative program provides new and young Ontarians with the opportunity to farm in the Greenbelt by giving them training and access to real working farms, mentored by experienced Greenbelt farmers. The new farmers receive business planning assistance and technical agricultural advice, including how to grow new specialty crops and environmentally responsible farming practices. With an emphasis on serving our multicultural communities, the University of Guelph is partnering with FarmStart, an organization committed to fostering diverse and prosperous farming communities.

Taking It Board Wide

EcoSource
www.ecosource.ca
\$380,000 over two years
Year two of two

■ Bringing locally grown food into our classrooms feeds hungry minds and bodies with the goodness of our Greenbelt. The Peel District School Board may become the first in Ontario to offer Greenbelt and other locally grown food to all of the students and staff in its 232 elementary, secondary and culinary arts schools, creating a substantial and sustainable market for Greenbelt farmers interested in supplying produce to the local area. Currently, local food snacks such as apple chips, popcorn and empanadas are now available in elementary schools. In addition, the first ever Go Ontario! Granola Bar, made with only Ontario ingredients, is also available. This program provides an important forum for education with classroom visits and farm activities. The students, their families, and teachers learn that the benefits of eating local food go beyond its delicious taste, forging a connection between a whole new generation and the farmers and land that feed them.



Greenbelt Connections

Ontario Nature
www.ontarionature.org
www.greenbeltforhealth.ca
\$235,000 over two years
Year two of two

■ Showcasing the efforts of farmers and community volunteers to steward the land is a proud and productive opportunity. Four booklets published in partnership with the Ontario College of Family Physicians highlight the significance of a farmer's work to protecting Greenbelt's water resources, forests, and unique wildlife habitats, and the healthy lifestyle the Greenbelt has to offer. Themes include: environmental quality, social and mental health, active living, and food and nutrition. The informative booklets are distributed in doctors' offices and health clinics in the Greenbelt and can also be downloaded from the Greenbelt for Health website.

Niagara Greenbelt Discovery Routes

Brock University and Tourism Niagara
www.niagaragreenbelt.com
\$219,000 over three years
Year three of three

■ Tourists to Niagara can plan their own unique Greenbelt experience from home by logging onto the new Niagara Greenbelt tourism website. Themed Greenbelt tours can be downloaded with audio-visual and GPS information to enhance the experience. Large LCD displays will run promotional videos and Niagara Greenbelt tourism information at visitor centres. The collaborative project includes research and inventory developed by Brock University. Other project partners include the City of St. Catharines, Niagara-on-the-Lake Chamber of Commerce, and the Twenty Valley Tourism Association.

Greenbelt Youth Forum

4-H Ontario
www.4-hontario.ca
\$200,000 over two years
Year two of two

■ Investing in the Greenbelt means ensuring that it will be preserved for generations to come. The Greenbelt Youth Forum brought together fifty high school students from

urban and rural communities in the Greenbelt. Over the annual three-day educational experience participants actively engaged in Greenbelt issues, training them to meet the future challenges with vigour. At this year's Forum, the students investigated the importance of the Greenbelt through case studies, field trips, and interactive learning activities. Each participant goes on to spearhead a project of their own that creates positive change within their respective communities, which they present at the Royal Agricultural Winter Fair, under the banner A Bushel Basket of Change. The inspirational and successful forum is gearing up for a similar event next year.

Growing the Niagara Culinary Trail

Niagara Peninsula Community Resource Centre
www.nphcr.ca
\$200,000 over three years
Year three of three

■ As the first agritourism trail of its kind in the Greenbelt, the project focuses on three main activities: increased culinary tourism, an Eat Healthy, Eat Local educational campaign, and a business training and marketing development program for local culinary business owners. In 2008, a culinary trail map and website were launched to guide visitors to farms, wineries and restaurants in the area. A Farm to Table Cuisine workshop was held for growers, chefs, processors, producers and culinary entrepreneurs to discuss opportunities in culinary tourism and how farmers and chefs can more easily connect and do business.

Agriculture Hits the Trails

www.agcare.org
\$180,000 over three years
Year three of three

■ Increasing public awareness about farmers' contributions to the environment and their importance to nurturing our living countryside will lead to a greater understanding of agricultural stewardship and new partnerships in conservation and restoration. This grant allows AGCare, a group providing science and policy research on environmental and agricultural issues in Ontario (for twenty years), to build a collaborative relationship between the farming and trail communities. The project placed colourful interpretive signs and kiosks on recreational trails bordering farmlands, providing hikers with information on the vital bond between agriculture and the environment, and highlighting the best environmental management practices that farmers are undertaking on their farms to keep the water and air clean for everyone.

Environment Hamilton's Farm Fresh Hamilton

Conserver Society of Hamilton
www.conserversociety.ca
\$180,000 over two years
Year two of two

■ One of the best ways to enjoy the bounty of the Greenbelt is a visceral one—through taste. Environment Hamilton's project Farm Fresh Hamilton, promotes a local food network in this area of the Greenbelt, bringing food from the farm to the table. Residents learn how to access their local food network through the popular Hamilton Eat Local map, making local food more accessible for consumers. Furthermore, a stakeholder meeting took place in June 2009 to discuss the opportunities that exist for local food purchasing at Hamilton's educational institutions.

Ecological Farmer Training

Ecological Farmers Association of Ontario
www.efao.ca
\$150,000 over three years
Year two of three

■ With consumers increasingly seeking ways to make healthier choices for themselves and the environment, the demand for local, organically grown food is on the rise. Recognizing and serving this market can enhance farmers' profits and strengthen their commitment to the land through sustainable, organic practices. This project encourages more farmers in the Greenbelt to benefit from the market trend and supports them in transitioning to an organic model of farming, including offering a structured mentorship program where established farmers share their knowledge.

Gateway to the Greenbelt

Conservation Foundation of Greater Toronto
www.trca.on.ca
\$105,000 over three years
Year three of three

■ Two Greenbelt exhibits are travelling over a three-year period to popular events such as the Royal Agricultural Winter Fair, conservation areas, schools around the Greenbelt, and in surrounding centres. The colourful, interactive displays educate hundreds of thousands of visitors about the worlds' largest and most diverse Greenbelt and its value in preserving a high quality of life in the Golden Horseshoe and beyond. Since its inception, the exhibit has reached an estimated 450,000 people.

Sustainable Wine Making Ontario: An Environmental Charter for the Wine Industry

Wine Council of Ontario
www.winesofontario.org
\$49,500 over two years
Year two of two

■ The Wine Council of Ontario represents 82 wineries in Ontario's four major wine regions, including the Greenbelt's tender fruit specialty crop area of Niagara. The first of its kind in Canada, this comprehensive sustainability program helps wineries and vineyard owners in the Greenbelt, and beyond, adopt best practices for environmental stewardship. It sets benchmarks for the Ontario wine industry for the use of water, waste management, wastewater treatments, nutrient management, noise levels, and air emissions. To date, 32 wineries have participated in the program. Some of the significant changes in operations include: 52% of wineries recycle their corks, 40% of wineries try to source their oak cooperage from sustainably managed forests, and 37% of wineries opt for lighter and more energy-efficient packaging such as lighter bottles.

Niagara North Federation of Agriculture's Agri Education Day

Lincoln Agricultural Society
www.lincolncountyfair.com
\$25,000 over two years
Year two of two

■ From a delicious maple syrup tasting to a chat with beekeepers and a chance to see baby animals up close, approximately 400 students learn first-hand about agriculture in the Greenbelt during a special school day at the Lincoln Fair. For many kids, this is a unique opportunity to get out into the country and speak with farmers about the important work that they do, deepening their understanding about our rural communities and lifestyles, and helping them share with their families the importance of supporting healthy, local food systems.

Summary of Activities

What follows is an overview of direct activities that the Foundation engaged in, over the past twelve months, by exploring the possibilities in our own backyard—Ontario's Greenbelt.

Highlights of the Year

Cycling the Greenbelt

Cycling is a great way to enjoy the Greenbelt's landscapes, culture and history. This low-impact form of transportation encourages a healthy lifestyle for the whole family, as well as a healthy environment. This year the Foundation took part in two successful cycling initiatives.

In September 2008 we hosted our first annual Tour de Greenbelt with tremendous support from Mountain Equipment Co-op, a key sponsor of the event. Designed for fun, rather than competition, this family-oriented cycling event attracted more than 1,200 riders. We welcomed everyone from avid cyclists to recreational riders to take part in any or all of the four days of cycling over two weekends. The Tour de Greenbelt encourages people to re-discover the joy of a leisurely bike ride while exploring Ontario's Greenbelt. Throughout the designated rest stops, riders learned what the Greenbelt has to offer while visiting farms and communities. At the end of each day, riders enjoyed a freshly prepared lunch using foods grown in the Greenbelt.

The Greenbelt Express is an innovative initiative of Bike Train, one of our grantees. The first of its kind in Canada, the Greenbelt Express allows you to take a bike onto a VIA rail train so you can enjoy all that Niagara region has to offer on two wheels. Bike Train passengers stimulate the local economies, reduce their carbon footprint by using two sustainable methods of travel, and best of all they get to know the Greenbelt through taste, sight and sound by exploring the local produce, lovely wineries and natural heritage. In 2008, the Bike Train initiative won two Ontario Tourism Awards: Best Tourism Marketing Partnership and the Excellence Award for Tourism Innovation. With 1,000 passengers to date and new routes that will soon span the province, the Bike Train initiative is putting Ontario on the map as a leading cycle tourism destination in North America.

The Next Generation

A particular interest of the Foundation this year was engaging the younger generation in all the possibilities the Greenbelt has to offer. The popular *Greenbelt Children's Activity Book* was a great success throughout the Greenbelt. The free book, full of fun games and puzzles, teaches children what they can find and experience in the Greenbelt. In eight months 200,000 copies were distributed in Greenbelt communities at schools, libraries, farmers' markets, the Royal Botanical Gardens, the Royal Ontario Museum and the Ontario Science Centre. There is such a high demand for the book that a second edition is being considered.

TVOKids hosts one of the most popular, educational television shows and websites in Ontario. The TVOKids Greenbelt Adventure project is a dynamic multimedia initiative teaching kids across the province all about the environment, food, and the Greenbelt. Energetic television personalities, a catchy music video, online Greenbelt missions, and outdoor events inspire children and families to explore nature in their own backyards.

For the younger ones who were unable to cycle the entire distances of the Tour de Greenbelt, we offered Shorty by the Shoreline, a shorter bike route along the shore of Lake Simcoe. Fun activities included bike and helmet decorating, and a special guest appearance from TVOKids' popular television personality, Enviro Girl!

For the Greenbelt youth, 4-H Ontario developed the Greenbelt Youth Forum with our support. High school students from rural and urban communities in Ontario participated in the inspiring three-day forum. The delegates developed life skills, while concurrently exploring Greenbelt opportunities encompassing environmental stewardship, land-use planning, and local food. Energized with their new insights, participants are tackling the Bushel Basket of Change project within their community to be showcased at the Royal Agricultural Winter Fair.

Bringing Local Food Home

As a result of the variety of benefits of purchasing and consuming local food, it is not surprising that demand is growing. However, a recent study by the Canadian Institute for Environmental Law and Policy, written for the Foundation's *Occasional Papers* series, found that despite the demand and seasonal supply, the market is experiencing a variety of barriers—in particular, those arising out of laws, regulations or international agreements. To this end, together with our grantees, the Foundation is championing the procurement of local and sustainable

food for Ontario's institutions, specifically schools, and establishing a means to connect producers with suppliers and consumers.

The Foundation supported public sector procurement by bringing together a number of key stakeholders to discuss the opportunities that exist for local food purchasing in Hamilton's educational institutions. Hosted by the mayor of Hamilton, the event inspired a meaningful dialogue between growers, food service providers, city staff, city councilors, not-for-profits, school board trustees, and staff from the school boards and universities, on reducing barriers and creating opportunities for public sector local food procurement.

Our grantee EcoSource is working with the Peel District School Board, local farmers and processors to offer local, healthy snacks for sale in schools. These snacks are produced with local ingredients from the Greenbelt whenever possible. Snacks currently available in elementary schools include popcorn, apple chips, empanadas and the Go Ontario! granola bar featuring 100% Ontario ingredients. This delicious and healthy treat is the first of its kind.

Supporting Greenbelt Farmers' Markets

After surveying farmers' markets in the Greater Golden Horseshoe about their needs in 2008, the Foundation established a Farmers' Markets program. We provided support to thirty markets serving the Greenbelt, which met a target of having at least 50% of producer-vendors being Greenbelt farmers. All of these markets received Greenbelt tents and re-usable shopping bags, both with the Greenbelt and the individual market's logos, which they could sell as a fundraising activity, or give away to shoppers. The project also provided assistance with recruiting new Greenbelt farmers to sell at markets, a coordinated website to promote markets and Greenbelt-grown food (www.greenbeltfresh.ca), and a funding contribution to each market for their discretionary use.

In response to ongoing conversations with market coordinators throughout the Greenbelt, the Foundation provided funding for the establishment of a Greenbelt Farmers' Market Network. The goal of this Network is to build a sustainable model for increasing market capacity and a stronger farmers' market culture in the Greenbelt over the long-term. The Network will conduct consumer and policy research to empower markets to identify and address common issues, and to use as a campaigning tool. In addition, the Network will promote farmers' markets and Greenbelt-grown food through a variety of communications, advertisements, and special events.

Granting and Guiding

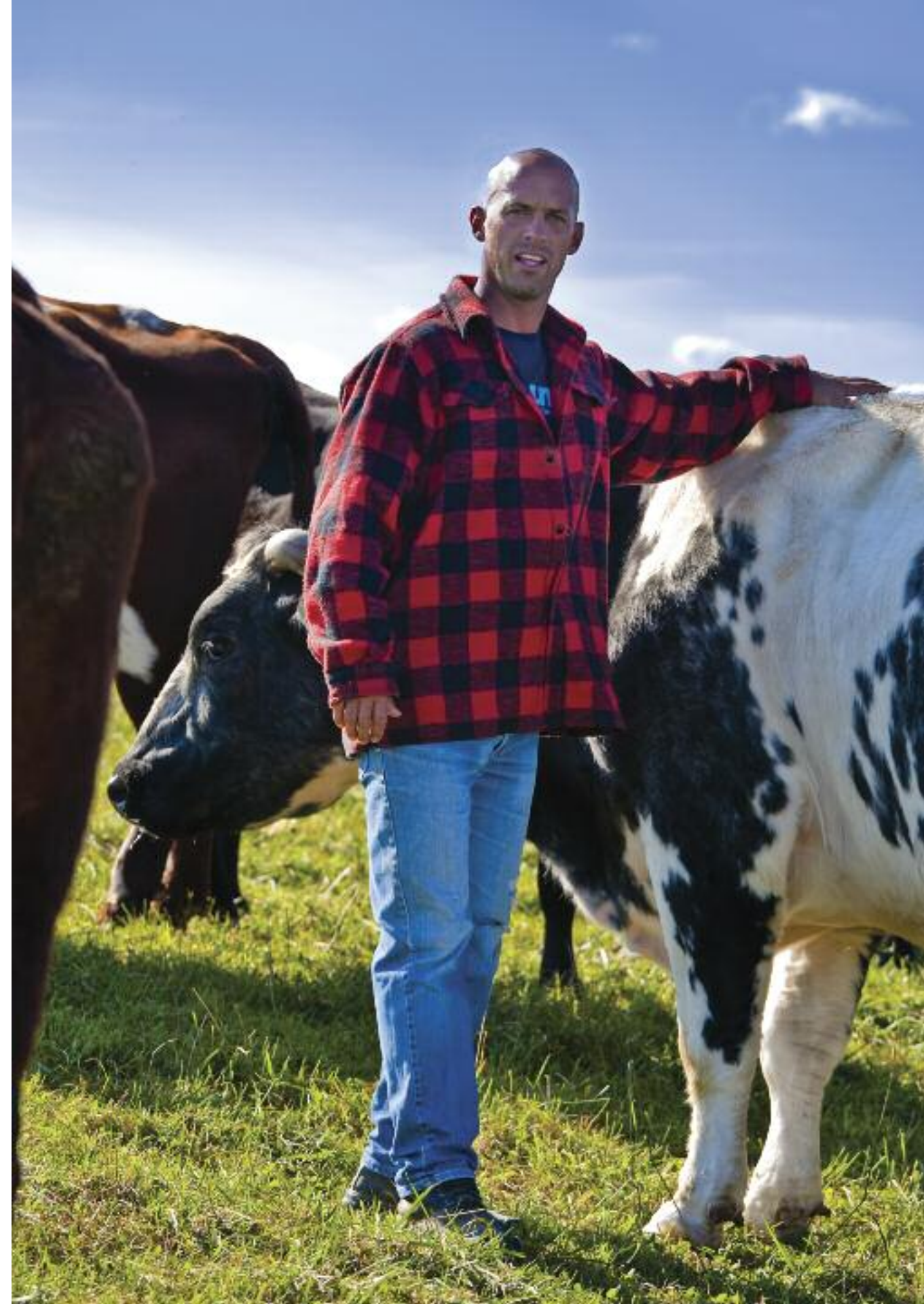
The possibilities for supporting our grantees go far beyond funding. We build capacity and provide resources and expertise to help them achieve the greatest potential for their projects, their organizations and the Greenbelt. The Greenbelt is a landscape filled with a diversity of people, cultures, plants, animals and communities, and we take our granting approach from this model. We encourage learning from our neighbours, and passing on this valuable information to our grantees.

Choosing Grantees Early in the development of our funding program, we established a Grant Advisory Committee to benefit from the wisdom of experts in the field. Our Grant Advisory Committee is composed of people with various backgrounds, areas of expertise, knowledge and experience, and is one of the greatest assets we have in selecting grantees and directing our resources. Their advice helps the Board on funding applications, assisting them in selecting proposals that best achieve our goals, as well as identifying potential partners or issues that have not yet been considered.

Supporting Grantees Our grantees work is extensive and abundant, yet our role remains steady—we provide communications expertise, locate other sources of revenue, develop strategies and approaches, and connect grantees with other project partners. This relationship helps them to focus on their projects, in order to turn a great idea into a reality rich with possibility.

Gaining Feedback We continue to host Greenbelt Grantee Forums to cultivate partnerships among our grantees and offer each the opportunity to network and to discuss ideas and projects. The highlight is the innovative, results-oriented grantees' presentations of their work. This year we focused on the importance of measuring organizational results. Foundation staff also took the opportunity to review the changes to our application process and presented the new communications guide and awareness campaign.

Communicating Our funding decisions are announced regularly on our website, in press releases and at events. Both community and media response has been positive and this brings our grantees increased support for their initiatives. Diana Crosbie, of Crosbie Communications Inc., has over thirty years of experience in the field of media relations and advises the Foundation on how to work with the media to communicate messages effectively. Diana matches individual projects to the specialties of journalists, and guides grantees and staff through media training. Manifest Communications Inc. is one of Canada's leading social marketing firms. We engage them to help us consistently articulate the possibility of the Greenbelt through our grantees' communications work and projects.



The Greenbelt is not a static line on the map, but a living, breathing part of our city...alive with activity and innovation...from tourism to farming...to species preservation and cleaner air and water...and healthier kids.

—Rob MacIsaac, Chair
Greenbelt Task Force 2004

Growing Awareness

Painting a picture of Ontario's Greenbelt through words and images allows us to capture the vibrancy, extent and diverse nature of the Greenbelt. This year was significant in telling the Greenbelt story as we led an awareness campaign bringing to light individual Greenbelt leaders. Through the campaign, websites, press releases, grantees' work, the media coverage we receive, our newsletters and publications, we are able to create awareness and educate Ontarians about the Greenbelt and all of its possibilities.

Telling the Greenbelt Story

Implementing the latest public awareness campaign was an exciting time for the Foundation. The campaign was designed to deepen the public's connection with the Greenbelt. From the print ads, to the videos, to the website proper—the stories grow deeper and continue to educate the public with increasing detail.

With the help of Manifest Communications, the public awareness campaign focused on telling the story of the Greenbelt through four personal stories of Greenbelt leaders: Justin Lafontaine (Bike Train/Greenbelt Express), Jason Verkaik (Holland Marsh Grower's Association), Dr. Gail Krantzberg (water-scientist) and Owen Steinberg (then Executive Chef, Il Fornello restaurants). Media outlets and mediums included three print ads, four short videos and three banner ads that appeared on the internet promoting the awareness of fresh air, clean water and local food.

Greenbelt Online

This was a busy year for websites and online communications at the Foundation. Throughout the year we launched two new websites and re-launched the original ourgreenbelt.ca website, with a new design and URL of greenbelt.ca. The website was reorganized and redesigned to better bring the Greenbelt story to life using new branding language and graphic standards. Since the re-launch, the website has tripled the number of visitors received per day.

In the autumn of 2008, with the support of Toronto Mayor David Miller, we launched greenbeltfresh.ca, a website promoting Greenbelt farmers' markets and local food. The website has generated a buzz in the food community and although it is only in its infancy, it is already transforming the way people find their local markets.

The Tour de Greenbelt website (tourdegreenbelt.ca) was launched alongside the introduction of the Tour, in the spring of 2008. An important tool for registering for the Tour, this website allows us to communicate the details of the four-day biking extravaganza.

Greenbelt in the News

As activity in the Greenbelt grows, the community has taken notice. We have been featured in many newspapers, magazines and websites having a strong Greenbelt area readership. For example, a *Reader's Digest* article in April 2009 titled, "Farming the City Limits," articulated the early success of the Holland Marsh Growers' Association, a recent grantee of the Foundation. Other noteworthy articles include those published in the *Toronto Star*, *National Post* and the *Grower*.

All Roads Lead to the Greenbelt

While all aspects of our work are opportunities to increase public awareness of the Greenbelt, road signs are particularly important. While those in Greenbelt communities are proud of their landscapes, many Ontarians pass through the beautiful countryside daily without knowing that they are in the Greenbelt. The Foundation has placed hundreds of signs along provincial highways and regional roads entering Greenbelt communities. Our road signage project continues in municipalities, regions and watersheds. Progress continues with the installation of signs directing families and hikers alike to our trails.

This year we were honoured to unveil the first of five Niagara Escarpment Legacy Plaques celebrating former Ontario Premier William G. Davis, for his dedication in protecting the Niagara Escarpment.

International Award for Excellence in Communications

The Foundation is proud to have been named a Bronze Award winner for Excellence in Communications by the 2009 Wilmer Shields Rich Awards Program for our 2007–2008 Annual Report. This award follows our Gold Award in the same category. Sponsored by the Council on Foundations, a world-wide membership association of more than 2,100 grant-making foundations and corporations, the award recognizes effective communications efforts to increase public awareness of foundations and corporate giving programs. The Foundation shares this distinction with book-designer Peter Sibbald Brown.

Greenbelt Economics: Saving Tax Payers \$10 Billion Dollars

The David Suzuki Foundation, with support from the Foundation, unveiled a groundbreaking report in September 2008 at Queen's Park. The study quantified the annual value of some of the ecosystem services provided by Ontario's Greenbelt. These services include water filtration, flood control, and climate stabilization (e.g., carbon storage, water treatment, wildlife habitat, clean air). The report, *Ontario's Wealth, Canada's Future: Appreciating the Value of the Greenbelt's Eco-Services*, found that the Greenbelt contributes \$2.6 billion of non-market ecological services to the province

each year. The study illustrates that if areas like the Greenbelt are not protected, residents will be paying a higher price in the future as it is less expensive to preserve the natural environment and the benefits it provides us, than to replace it with infrastructure. In other words, without the Greenbelt, residents would have paid over \$10 billion in taxes over the past four years for these ecological services.

Queen's Park Plate: A Celebration of Ontario's Greenbelt Harvest

On 29 October 2008, the Foundation presented the Queen's Park Plate: A Celebration of Ontario's Greenbelt Harvest. The evening event was hosted by the Honourable Steve Peters, Speaker of the Legislative Assembly of Ontario. MPPs and mayors along with farming and environmental advocates celebrated Greenbelt-grown food and drink offered by top chefs, vintners and brewmasters.

Promoting Greenbelt VQA Wines at LCBO Stores

Our LCBO-wide Greenbelt VQA Wine Promotion, during summer 2008, saw 15,000 informational neck tags distributed. We received significant attention as a result of this promotion including placing neck tags on over thirty Greenbelt wines in the top 300 LCBO stores in the province. Neck tags were also distributed in Wine Council of Ontario canvas bags and displayed at an array of Greenbelt wineries.

Celebrating the Greenbelt at Summer Festivals

The 2008 Summer Festivals Program was an effective means to celebrate and inform the public of the benefit and significance of the Greenbelt for Ontarians. Between May and August 2008, two summer students attended eighteen festivals, spoke with thousands of people and distributed publications communicating the importance of the Greenbelt.

Sharing and Learning

The Greenbelt represents an array of people, experiences, landscapes and cultures. From this dynamic group comes a bounty of ideas, perspectives and approaches, which we are always eager to explore. While our staff represents a breadth of knowledge and experience, we all relish in engaging with the communities, gathering and sharing information, considering new perspectives and learning about the potential within each. Sharing and learning is key to our development as a community and as a Foundation.

■ We support conferences and events that bring together a variety of individuals, businesses and experts, such as the Halton Eco-Fest, Brewer's Plate Toronto, the Ontario Federation of Agriculture convention, and the Guelph Organic Conference.

- We host stakeholder meetings and meet with various community groups from the environmental sector, municipal and regional politicians and food and business retailers in order to bridge connections and cultivate partnerships.
- We attend various conferences and events, such as the Niagara Escarpment Commission's Leading Edge Conference, the A.D Latonell Conservation Symposium, the Niagara Region's Local Food Action Forum, and the Developing a Local Food Infrastructure Conference.
- We present and share information at meetings and events including the Ecological Goods and Services Technical Meeting of Federal-Provincial Officials, the Greater Toronto Area Agricultural Action Committee, the Eastern Canada Farm Writers Association, and the Regional Planning Commissioners of Ontario-Greater Toronto Area.
- We make regular visits to meet with our partners throughout the Greenbelt to learn, to discuss, to update each other, to seek out new collaborations and to take part in each others events.
- We partner with other publications such as *Escarpment Views* magazine and the Shaw Festival programs to inform readers and reach new audiences. We were also able to take advantage of communications in issues of *Alternatives* journal as part of our recent grant.
- We are committed to promoting awareness of and education about the Greenbelt. To this end we publish a research and general interest *Occasional Papers* series that explores our three program areas: Viable Agriculture and Viticulture; Vibrant Rural Communities; and a Restored and Protected Natural Environment. Our most recent publications include, *Greening the Economy: Economic Stimuli and the Opportunity for Restructuring for Sustainability in Canada*, and *Bringing Local Food Home: Legal, Regulatory and Institutional Barriers to Local Food*.

Measuring Success

We use the following methods to generally define our success at the Foundation: making the Greenbelt greener, making the Greenbelt profitable, and telling the Greenbelt story. We have initiated two benchmarking and indicator programs. One is to establish a tracking and assessment process that continually measures the impact of our funding program and activities. We do so by soliciting feedback from grantees, applicants and other partners. The second measurement is to begin networking with others to develop a set of sustainability

indicators for the Greenbelt, in preparation for the legislative review of the *Greenbelt Plan* in 2015.

As part of its mandate, the Foundation has conducted a series of polls, since 2005, with the help of Environics Research Group. These public opinion polls gauge the interest and knowledge of Ontarians with regard to the Greenbelt. It is important that we understand public opinion in order to ensure that funds are being spent in those areas that the public deems important. The results of the latest poll were quite positive. Key results include:

- Support for Ontario's Greenbelt is at a high at 93%.
- The most important benefit of the Greenbelt is protecting the natural water systems (36%) followed by protecting wildlife habitat (17%) and preserving agricultural lands (17%).
- Most encouraging is that 91% of those surveyed agreed with the statement, "The Greenbelt is one of the most important contributions of our generation to the future of Ontario."

Celebrating Leadership: Friend of the Greenbelt Award

We created the Friend of the Greenbelt Award in 2006 to recognize and to celebrate those individuals who make a significant contribution to Ontario's Greenbelt through their work, art or advocacy. These leaders display an unwavering commitment to the values of our living countryside and leave legacies as rich and diverse as the landscape itself. Their efforts to make the Greenbelt beautiful, bountiful and vibrant are celebrated at an annual ceremony.

This year, the Friend of the Greenbelt Award was presented to Robert MacIsaac for his inspiring leadership in establishing the Greenbelt in southern Ontario. As Chair of the 2004 Greenbelt Task Force, Mr. MacIsaac was a master in finding common ground among the conflicting views of the diverse groups in the 416, 905 and 519 area codes. The Task Force's recommendations were essential for the provincial government to establish an effective, permanently-protected Greenbelt. Robert MacIsaac also served as Mayor of Burlington from 1997–2006 and is currently the President of Mohawk College.

The award was presented to Mr. MacIsaac by Martha Shuttleworth, Chair of the Neptis Foundation, and last year's winner. In 2007 we recognized the work of the Honourable William G. Davis, and in 2006 singer-songwriter Sarah Harmer was the inaugural winner.

Rounding Out Our Team

In the same way we like to cultivate new ideas and growth in the Greenbelt, we see the value of fostering young talent. We continue our internship program for recent university graduates, with a specific interest in the environmental and not-for-profit sectors. Throughout a one year period they gain multi-faceted, hands on experience through a variety of the Foundation's operations. We have also initiated a thriving volunteer program involving individuals eager to participate in the possibilities of the Ontario Greenbelt.





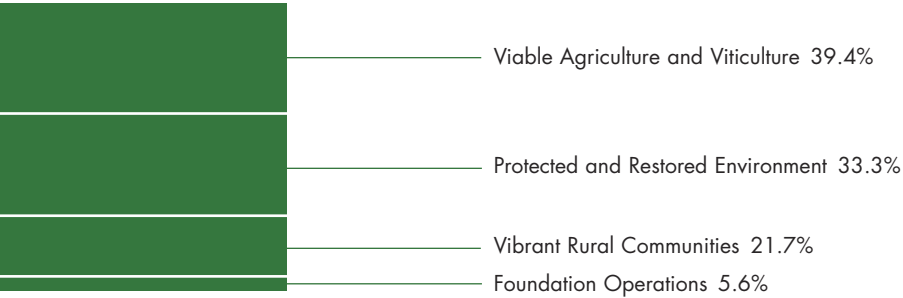
Financial Report

The Foundation received a one-time \$25 million grant from the Province of Ontario. The Board of Directors recognized that the scope of our work is vast. The physical area of the Greenbelt is enormous and the challenges in pursuing our mission are significant. As such, the Board decided to gift the \$25 million grant over a period of five years.

Cumulative Summary of Foundation Activities

15 June 2005 to 14 June 2009

Program Areas	\$ Amount 2005–2009	Percentage of Cumulative Spending
Viable Agriculture and Viticulture	7,508,366	39.4%
Protected and Restored Environment	6,336,332	33.3%
Vibrant Rural Communities	4,138,372	21.7%
Foundation Operations	1,057,778	5.6%
Total	19,040,848	100%



Condensed Statement of Financial Position

For the Year Ending 31 March 2009

Income	\$
Investments	392,748
Personal & Corporate Contributions	112,386
Total	505,134
Expenses	\$
Grants	2,734,829
Awareness & Education	
Encouraging Tourism and Recreation	535,281
Supporting Agriculture and Farming	503,848
Advancing Greenbelt Understanding	240,139
Promoting Rural Vitality	185,159
Human Resources	699,373
Operating Costs	160,095
Program Expenses	62,751
Professional & Legal Fees	42,500
Total	5,163,975

■ Our 2008–2009 financial statements were audited by KPMG LLP and are available at www.greenbelt.ca

Our Conflict of Interest Policy

Our partners in the Greenbelt are one of our most valuable assets. To ensure a healthy cross-section of Greenbelt representation in our Foundation work, we seek out Board and Advisory Committee members, staff and associates who represent the Greenbelt geographically, have experience and knowledge in at least one of our three program areas, are a mix of age, gender and diversity, understand the opportunities and challenges for the Foundation, and are well respected within their constituencies.

Our members, staff and associates are active in their communities, so from time to time, conflicts of interest, or the appearance of such conflicts, may arise. All members, staff and associates are asked to sign the Conflict of Interest and Code of Conduct Policy. It is the responsibility of all individuals associated with the Foundation to identify when a real or potential conflict may exist, and to inform the Board of such situations when they arise. The Board will assess declared real and potential conflicts. When it is confirmed that there is in fact a conflict, that member, staff or associate will excuse themselves from any discussions and decisions related to the item in question.

All declarations of conflicts of interest, and the subsequent treatment of such declarations, are recorded in the Minutes of the Foundation meetings. The Board will periodically review this record to ensure conflicts have been dealt with effectively.

In accordance with our practice of reviewing this policy at least once per year, the Board adopted the updated November 2008 Conflict of Interest and Code of Conduct Policy in substitution for the October 2007 version. The new policy is not substantially different from the previous edition, yet upholds a high standard and is industry-leading.



Grant Program Guidelines

Our Vision

The Friends of the Greenbelt Foundation is dedicated to promoting and sustaining the Greenbelt as a beneficial, valuable, and permanent feature, enhancing the quality of life for all residents of Ontario. Our vision is for a vibrant and healthy Greenbelt with a protected and restored natural environment, a strong and successful rural countryside, a robust agricultural sector and a pattern of urban settlement that supports the Greenbelt.

Our Goal

The goal of the Friends of the Greenbelt Foundation is to nurture and support activities that preserve and enhance the Greenbelt's agricultural, rural and ecological integrity, and viability.

Our Approach

We will support organizations whose efforts are realizing our vision of the Greenbelt. Organizations working on the ground are critical to our success and these groups are often in the best position to identify opportunities, build broader public involvement, and act as a powerful force for change.

We will promote mutually supportive relationships between the Greenbelt and the urban areas adjacent to it. By coordinating diverse initiatives we will foster urban and rural connections that highlight the important relationship between cities and rural communities.

We will support a variety of means to increase public awareness of the Greenbelt and its many benefits. Widespread knowledge of the Greenbelt, its geography and contribution to our health and well-being, is essential to sustaining it as a beneficial, valuable and permanent feature.

We will track and report on accountability at three levels: (i) the Foundation's accountability to the public with respect to the responsible and effective use of its resources; (ii) organizational accountability of grantees to the Foundation regarding efforts to achieve stated goals; and, (iii) government accountability to the public regarding the fulfillment of commitments and obligations under the *Greenbelt Act* and *Greenbelt Plan*.

We will seek to facilitate and convene. We will encourage and foster relationships among many different organizations with an interest in Greenbelt activities. By bring-

ing together not-for-profit organizations, other foundations, governments and corporations, we hope to cultivate collaborative partnerships, learn from others' expertise, and catalyze activities that support the Greenbelt as a whole.

Our Grant Making

The Friends of the Greenbelt Foundation is a charitable organization, independent from the Province of Ontario. The Foundation is interested in funding activities that promote and sustain the Greenbelt as a beneficial, valuable and permanent feature, enhancing the life of all Ontarians.

Our vision can be realized by supporting a variety of activities that inspire possibility in three grant program areas:

- Promoting Greenbelt-grown food
- Greening the Greenbelt through cleaner air and cleaner water
- Inspiring innovation in the Greenbelt

The Foundation is interested in being a positive force for creating new relationships and connections across the Greenbelt. We encourage proposals that integrate the three program areas. We also encourage applicants to consider including public awareness and engagement activities in their proposals or to conduct specific public awareness efforts geared to targeted audiences with focused messages and benchmarks for success.

Greenbelt-Grown Food

The Greater Golden Horseshoe has the largest concentration of farmers and residents in Canada, making it a dynamic place to foster a local food network. The Greenbelt's abundance of products ranging from fruit and vegetables, to meats, dairy, spices, wine grapes and specialty crops can deliver a wide selection of products to retailers and the region's diverse population. The Greenbelt is essential for securing a sustainable and stable local food supply. The goals of this program area are to:

- Establish structural and permanent elements of a local food system in Ontario's Greater Golden Horseshoe region
- Increase the viability of Greenbelt farming
- Stabilize the local food supply

We would be interested in projects that:

- Open up new marketplaces for Greenbelt farmers
- Develop and implement government policies and infrastructure favouring Greenbelt-grown food

- Develop new distribution links between farmers and purchasers
- Encourage consumers and retailers to buy local
- Promote locally-grown ethno-cultural crops since we are one of the most ethnically-diverse regions in the world

Cleaner Air and Cleaner Water

The Greenbelt's natural capital delivers some \$2.7 billion worth of ecological goods and services to Ontario each year, making its forests, wetlands, meadows, grasslands and other natural features extremely valuable, particularly in providing clean air and safe drinking water to the residents in this region and enhancing biodiversity. The goals of this program area are to:

- Improve the ecological functions in the Greenbelt
- Foster more environmentally-sustainable farming practices
- Achieve cleaner air and water and greater biodiversity in the Greenbelt

Generally, we would be interested in projects that cover large landscapes and/or have a significant impact on natural capital. Please note that we cannot fund the cost of ecological restoration work such as tree planting, riparian re-vegetation, erosion control, etc. Specifically, we would be interested in projects that:

- Maintain and improve the natural and hydrological features that provide clean drinking water, water and air filtration/treatment, biodiversity and carbon storage
- Advance sustainable agricultural practices
- Apply assessments of, or increase natural capital values for, the Greenbelt
- Identify and protect species at risk and their habitats
- Promote green energy
- Mitigate climate change

Inspiring Innovation in Ontario's Greenbelt

The Greenbelt invites its rural communities and urban neighbours to imagine a healthier future and find new approaches to challenges. This bold legislation has created the largest greenbelt in the world, one which fosters a more sustainable way of living and enhances the quality of life for over eight million residents and thousands of businesses who call this region home. The goals of this program area are to:

- Increase the size, and ensure the permanency, of the Greenbelt
- Strengthen public and municipal support for the Greenbelt

We would be interested in innovative projects that:

- Inspire rural and urban communities to embrace the Greenbelt, utilize its assets to

help create a healthy future and promote economic development that supports the Greenbelt

- Encourage new models of growth for municipal planning and address land-use controversies within the Greenbelt
- Monitor Greenbelt Plan implementation and, where needed, encourage better adherence with the Plan
- Grow the Greenbelt in order to extend its protection to vulnerable agricultural lands, natural and hydrological features
- Extend Greenbelt principles and best practices beyond the Greenbelt in ways other than extending the Greenbelt boundaries, providing a model to other areas

Our Application Process

Please read all of the following information before submitting an application. The Foundation welcomes people to contact us at any time to discuss ideas. Our staff can provide advice and guidance to assist groups to submit the best possible application and we welcome innovative approaches.

Potential applicants must submit a Letter of Inquiry. If the project falls within the Foundation's goals and program areas, the applicant may be asked to provide a full proposal and may also be invited for an interview to discuss the project in person. This is not a guarantee of funding. We do not encourage the inclusion of additional materials such as videos, CDs, annual reports or newsletters with your application. We cannot store or return these materials. Application pages shall be letter-sized and printed with 12 point text. Applications must be received by the Foundation by the due dates specified, no exceptions will be made.

Letters of Inquiry

Applicants seeking a grant must submit a brief Letter of Inquiry as the first step. We regret that Letters of Inquiry which do not follow these instructions cannot be considered for funding by the Foundation. All pages must be letter sized with 12 point text. This pre-proposal inquiry should contain the following:

Completed Letter of Inquiry Cover Page (attached)

Letter of Inquiry (maximum 2 pages), which includes:

- An overview of the project
- A description of how the project benefits the Greenbelt
- An explanation of how the project achieves the goals of the Foundation
- A preliminary budget and timeline of activities

Letters of Inquiry must be submitted as one original, signed hard copy sent to the Foundation office and one electronic copy sent to info@greenbelt.ca by the due date. The Foundation cannot offer extensions to the due dates under any circumstances.

Full Proposals

Your organization may be invited by the Foundation to submit a full proposal. *This is not a guarantee of funding.* Organizations invited by the Foundation to submit full proposals should submit eleven (11) paper copies and one electronic copy of the full proposal by the due date. Original, signed hard copies must be sent unbound, unstapled, hole-punched, and printed double-sided. All pages must be letter size with 12 point text. Electronic copies should be sent by the due date to info@greenbelt.ca.

We regret that full proposals which do not follow these instructions cannot be considered for funding by the Foundation. Applicants are encouraged to be clear and concise. Longer applications are not considered to be better.

The proposal package should contain the following:

1. **Executive Summary** (maximum ½ page)

Summarize the main objectives of your project and nature of the work to be done.

2. **Project Description** (maximum 2 pages)

Include a detailed description of your project, a work plan, methodology, and anticipated results. Provide the names and a brief description of the responsibilities of all key personnel to be involved in the project, and indicate the primary qualifications and skills required for any staff to be hired. This is an opportunity to showcase the group's experience and capacity to carry out the proposed project. If the project is technical or scientific, describe it in lay terms in the body of the proposal and provide a more technical description for peer-review purposes as an appendix.

3. **Rationale and Fit with Greenbelt Priorities** (maximum 1 page)

Describe how your project benefits the Greenbelt and supports the Foundation's vision and goals, and why your organization is best qualified to carry out the work. If the project involves collaboration, include a brief description of each partner, each organization's role in the project, and the reasons for forming the partnership.

4. **Communications Plan** (maximum ½ page)

Tell us what your main communication messages will be. The communications plan need not be long, but should include an outline of:

- To whom you will communicate your key messages e.g., media, residents of a certain geographic area, targeted stakeholders, politicians and other decision-makers.
- How you will spread this message, and why you think this will be successful.
- Provide a timeline for communication.

5. **Evaluation Plan** (maximum 2 pages + Criteria sheet and Work Plan table provided)
Describe how you will measure success and the plan for undertaking, reporting and acting upon the evaluation including:

- What you want to accomplish with this project and how you envision doing this.
- The intended results of the project, i.e., short and medium-term effects.
- The potential challenges and opportunities to achieving your project's overall goal.
- Projects which focus on increasing awareness and capacity must identify how activities will lead to action.
- The outputs or specific products/services which will be developed or delivered for the project such as maps, reports, communications tools, events, etc. to help achieve the result.
- Explain how benefits to the Greenbelt will be maintained after the project is complete and beyond receiving support from the Foundation. Identify whether there will be permanent change and the resources in place to continue work after the grant ends.

6. **Budget**

Provide an itemized budget using the template provided. Typically, the larger the amount requested, the more detail required. If the Foundation is being asked for partial funding of the project, indicate which expenses would be covered by our grant and which would be supported with other sources of funding. Specify all other possible funders, the amount of funding expected from each source, any confirmed sources of funding, and sources of in-kind support.

7. **Organizational Information**

Provide a list of your organization's Board of Directors, identifying each person's affiliations, and a list of any relevant committees or advisory groups. Also, provide information about the chief executive officer of your organization and the project's lead (if different from the CEO).

8. **Financial Information**

Provide the most recent audited financial statements and a copy of the operating budget for the current year, including expenses and revenues to date for your organization.

Application Review

Each full proposal will be reviewed by Foundation staff, by an external Advisory Committee and by the Board of Directors. The Foundation is committed to achieving its primary goals and thus reviews applications with an eye towards specific outcomes. A strong application clearly identifies:

- How the outcomes will directly benefit the Greenbelt
- How the outcomes support the Foundation's vision and goals
- The likelihood of success for the project and whether the proposed activities will lead to the outcomes sought
- The integration of the Foundation's public awareness and engagement goals
- The involvement of stakeholders and level of collaboration
- The organization's history, track record and ability to manage and sustain growth that may result from the grant
- Value for funding and cost efficiency
- Measurable performance results

Eligibility & Program Limitations

Grants cannot be made to individuals. Grants can only be made to registered Canadian charities or other qualified donees. If you have an idea that meets our goals but your group does not qualify, please contact us. We may be able to offer support or assistance in other ways. The Foundation reserves the right to support any appropriate initiative that we deem to be relevant to our mission. Projects will only be granted one year of funding, no multi-year grants will be made. Overhead costs of up to 10% of the total project budget will be supported. The Foundation will fund activities including, but not limited to:

- Communications and event coordination
- Contract and professional service costs
- Human resources costs, including salary and benefits
- Materials and supplies
- Planning
- Translation, printing, production and distribution costs
- Travel

The following activities are not funded:

- Basic research
- Buildings and infrastructure
- Capital campaigns

- Deficit financing
- Ecological restoration activities
- Endowments
- Establishing new farmers’ markets
- Land claim disputes
- Projects occurring outside the Greenbelt
- Sponsorships

Due Dates

The Foundation has three upcoming grant rounds in 2009–2010. We cannot offer extensions on the due dates under any circumstances.

Letter of Inquiry	Requests for Full Proposal	Proposal Due	Decision
4 September 2009	Week of 21 September 2009	16 October 2009	December 2009
26 February 2010	Week of 15 March 2010	9 April 2010	June 2010
10 September 2010	Week of 20 September 2010	15 October 2010	December 2010

List of Illustrations

Photographs by Laura Berman



A Trumpeter Swan, perched on a floating platform in a wetland pond, at the Rouge Park, a near 12,000 acre National Historic Site in the Greenbelt, located in the Rouge River valley of Toronto. [p. 4]



Looking east, in late summer, along the Little Rouge Creek, a tributary of the Rouge River that flows to Lake Ontario through the Greenbelt from its headwaters in the Oak Ridges Moraine. [p.10]



Shopping for local Greenbelt-grown foods at farmers' markets throughout the Greenbelt, including Toronto's Wychwood Barns, has blossomed according to *Edible Toronto* magazine (e.g., Toronto now has twenty-five). [p. 15]



Four-year-old Greenbelt gardener Fernando offers up a ripe red tomato in the Holland Marsh, located in the Holland River valley watershed of both York Region and Simcoe County, just south of Lake Simcoe. [p. 19]



Looking northeast to the bordering Greenbelt, a cash-crop farmer elbow-high in golden oats inspects kernels for maturity in anticipation of the autumn harvest, south of Stouffville, Ontario. [p. 26]



Greenbelt farmer Mike Beretta at his family's 800 acre organic farm near King City, Ontario where they raise cattle, pigs, horses, sheep, turkeys, chickens; and grow a variety of grains, vegetables and greenhouse greens. [p. 35]



Greenbelt farmer Shane Eby of Under Ground Organics grows flowers, and organic produce, at his Millgrove, Ontario farm. Shane is cutting delphiniums in early July for sale at farmers' markets throughout the Greenbelt. [p. 43]



A view of a split-rail cedar fence at Caledon, Ontario near the Forks of the Credit River in the Niagara Escarpment, a UNESCO World Biosphere Reserve that forms part of the Greenbelt. [p. 44]



Ted Thorpe of Thorpe's Organic Farm in the Greenbelt at Millgrove, Ontario carefully navigates his antique tractor (Farmall by International Harvester) through rows of heirloom tomatoes. [p. 48]

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